

Olivia Morgan

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EDUCATION

TULANE UNIVERSITY | A. B. FREEMAN SCHOOL OF BUSINESS New Orleans, LA
Bachelor of Science in Management Major: Marketing, Management May 2024

Overall GPA: 3.39/4.0 Freeman GPA: 3.29/4.0

Coursework: Computer Applications in Music, Hip-Hop Culture and Theory, Advertising & Promotions, Online Social Media & Marketing, Marketing Fundamentals, Research & Analytics, Business Analytics, Organizational Behavior, Leadership

ICADE, UNIVERSIDAD PONTIFICIA COMILLAS Madrid, Spain

Coursework: New Business Creation and Entrepreneurship, Business Strategies, Business Ethics August 2022 – December 2022

EXPERIENCE

PRODUCER'S TRUST Seattle, WA

Marketing Associate September 2021 – February 2023

- Authored original content and published blogs about SEO topics relating to agriculture tech industry to publish on our company website and social media channels (Instagram, LinkedIn, Twitter)
- Researched market trends, identified, and established marketing performance targets to increase the quantity and quality of the traffic
- Assisted our digital product management team with marketing insights and customer behavior statistics to improve customer relevancy

NOLA MUSICON New Orleans, LA

Marketing Internship April 2023 – October 2023

- Facilitated direct outreach to music business professionals as well as maintained community management and content scheduling on all social media platforms.

DESIGN THE PLANET ADVERTISING AGENCY New Orleans, LA

Marketing Internship May 2023 – August 2023

- Authored original content for website SEO and maintained community management for social media platforms of various local businesses in New Orleans and furthered graphic design experience in Photoshop, Illustrator, and Canva.
- Conducted paid advertising campaigns on Google Ads, Meta Business Suite, and LinkedIn for local New Orleans businesses

CHICKIE WAH WAH MUSIC LOUNGE AND THE CIVIC THEATER New Orleans, LA

Marketing Internship August 2023 – Present

- Conducted data analytics from ticket buyer information to develop a marketing strategy to attract a new demographic segment at Chickie Wah Wah
- Conducted paid advertising campaigns on Google and Meta Business Suite for artists and music ensembles performing at Civic or Chickie Wah Wah.
- Launched direct marketing campaigns as well as maintained community management on all social media platforms

CAMPUS LEADERSHIP

Member, GREENWAVE SOUND February 2023 – Present

- Register and attend music industry events that are held in conjunction with the Recording Academy's Grammy U, local industry professionals and artists with the purpose to promote opportunities on how to enter and succeed in the industry

Member, TULANE UNIVERSITY AMERICAN MARKETING ASSOCIATION September 2020 – Present

- Student-driven organization within the A.B. Freeman School of Business hosting bi-weekly meetings to provide members with information about marketing, the marketing industry, and how to prepare in landing an internship or full-time job

COMMUNITY SERVICE

Volunteer, MOUNTAINS TO SOUND GREENWAY September 2016 – September 2018

- Furthered conservation and restoration of natural lands, open spaces, and historic sites; built and maintained recreational trails
- Engaged through environmental education program that advocated for stewardship of public lands and encouraged sustainable recreational access

Volunteer, COALITION TO RESTORE COASTAL LOUISIANA November 2020

- Toured Blind River located near Gramercy, LA in St. James Parish and a access point to Maurepas Swamp, the second largest swamp in Louisiana
- Focused discussion centered on revitalizing the swamp in a unique future project to inject freshwater from the Mississippi River, reviving the ecosystem of the swamp and thus improving the region's storm protections

Proficient Using: Google Analytics

Languages: English (Fluent), Spanish (Conversational)

Interests: Music Festivals, Concerts, Beach Volleyball, Traveling